

## Message Text

UNCLASSIFIED

PAGE 01 KHARTO 01552 060932Z

ACTION AF-10

INFO OCT-01 NEA-10 ISO-00 EB-07 /028 W

-----070334Z 042010 /66

R 060818Z MAY 77

FM AMEMBASSY KHARTOUM

TO USDOC WASHDC

INFO SECSTATE WASHDC 4325

AMCONSUL DHAHRAN

AMCONSUL KADUNA

AMEMBASSY LAGOS

AMEMBASSY JIDDA

UNCLAS KHARTOUM 1552

E.O. 11652: N/A

TAGS: BEXP, NI, SA, SU

SUBJECT: IOWA IOGA TRADE MISSION

REF: KHARTOUM 0976

1. IOWA IOGA TRADE MISSION COMPLETED ONE DAY VISIT TO KHARTOUM WITH GOOD RESULTS. ALTHOUGH ARRIVAL DELAYED BY LAST MINUTE CHANGE IN TRAVEL PLANS, MISSION MEMBERS CONDUCTED FULL DAY OF MEETINGS WITH SUDANESE BUSINESSMEN. LENGTH OF VISIT PRECLUDED ANY MISSION FIELD TRIP; ONE MISSION MEMBER VISITED LOCAL COLD STORAGE WAREHOUSE DURING AFTERNOON AND ANOTHER VISITED DISTRIBUTION AND MAINTENANCE FACILITY. ALTHOUGH RECEPTION POSTPONED 24 HOURS, ATTENDANCE WAS GOOD WITH 75 LOCAL BUSINESSMEN AND GOVERNMENT OFFICIALS PRESENT. MISSION DIRECTOR RECEIVED BRIEFING ON NEW SIX YEAR PLAN FROM UNDER SECRETARY OF PLANNING AND DISCUSSED CONTRUCTION OPPORTUNITIES WITH UNDER SECRETARY OF CONSTRUCTION AND DIRECTOR OF BUILDING CORP. ARRIVAL OF MISSION COVERED BY SUDAN NEWS AGENCY AND MISSION DIRECTOR INTERVIEWED.

2. ONE DAY NOT SUFFICIENT TO ACCOMPLISH PRIMARY OBJECTIVES OF COMPANIES BUT MOST JISSION MEMBERS WERE PLEASED THEY  
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ABLE TO MAKE INITIAL CONTACTS WITH SEVERAL POSSIBLE AGENTS OR DISTRIBUTORS. MISSION MEMBERS DID NOT HAVE TIME TO FULLY INVESTIGATE LOCAL MARKET OPPORTUNITIES OR TO UNDERSTAND LOCAL BUSINESS PRACTICES. FUTURE IOGA MISSION SHOULD PLAN ON FOUR WORKING DAYS. IOWA MAY ORGANIZE ANOTHER IOGA NEXT YEAR BASED MORE ON AGRICULTURE THAN CONSTRUCTION WHICH WOULD VISIT SUDAN.  
BREWER

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NNN

## Message Attributes

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**Review Markings:**  
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